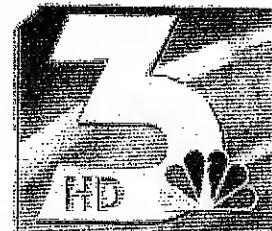


ORDER



KSNV

Orders	Order / Rev:	<u>105745</u>	Primary AE:	Amy McCreary
	Alt Order #:	06844290	Sales Office:	BLPHI
	Product Desc:	ROMNEY FOR PRESIDENT	Sales Region:	National
	Estimate:	337		
	Flight Dates:	08/22/12 - 08/26/12		
	Original Date / Rev:	08/21/12 / 08/28/12		
	Order Type:	GENERAL		

Agency	Name:	<u>American Rambler Productions</u>	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		138 Conant St.	Agency Commission:	15%
		Beverly, MA 02494		

Advertiser	Name:	<u>Romney for President</u> <i>Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:05:00
	Product Codes:	PLC02-Republican	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	82	\$70,875.00	\$60,243.75	August 2012	82	\$70,875.00	\$60,243.75	0.00
					Totals	82	\$70,875.00	\$60,243.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$70,875.00
Market	100%	\$272,596.15

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	49%	\$133,572.12
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$38,163.46
KTUD	0%	\$0.00
KVVU	11%	\$29,985.58
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/WagM	6-7a		--WTF--	:30	6	\$1,000.001	0.00	NM	6	\$6,000.00	
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		6			\$1,000.00	0.00					

Print Date: 08/29/12 07:50:51

Page 2 of 4

Order / Rev: 105745
Alt Order #: 06844290
Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney for President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 337

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/WagM		6-7a	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00	
WAKE UP																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WTF--		6	\$1,000.00			0.00						
E 2	KSNV	08/22/12	08/24/12	Today Show		CM	658a-9am	--WTF--	:30	6	\$1,500.00	1	0.00	NM	6	\$9,000.00
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WTF--		6	\$1,500.00			0.00						
E 3	KSNV	08/22/12	08/24/12	M-F Today Show III 4th 10AM		10am-11am	--WTF--	:30	3	\$450.00	1	0.00	NM	2	\$900.00	
TODAY SHOW III																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	--WTF--		3	\$450.00			0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KSNV	08/20/12-08/26/12	M-F Today Show III 4th Hr	10am-11am		--WThF---	:30		(\$450.00)	0.00	NM				
Unresolved																
[NEWS 3 SPECIAL REPORT POTUS SPOKE]																
E 4	KSNV	08/22/12	08/24/12	Rachael Ray		CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3	\$325.00			0.00						
E 5	KSNV	08/22/12	08/24/12	Noon News		CM	12-1230pm	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		6	\$425.00			0.00						
E 6	KSNV	08/22/12	08/24/12	Days of our Lives		CM	1258p-2pm	--WTF--	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3	\$425.00			0.00						
E 7	KSNV	08/22/12	08/24/12	The Doctors		CM	2pm-3pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
DRS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3	\$325.00			0.00						
E 8	KSNV	08/22/12	08/24/12	Dr. Phil		CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3	\$450.00			0.00						
E 9	KSNV	08/22/12	08/24/12	NEWS 3 at 4 (1 HOUR)CM			4-5pm	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3	\$700.00			0.00						
E 10	KSNV	08/22/12	08/24/12	NEWS 3 at 4 (1 HOUR)CM			4-5pm	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		3	\$700.00			0.00						
E 11	KSNV	08/22/12	08/24/12	M-F Early News		CM	5-630p	--WTF--	:30	6	\$1,200.00	1	0.00	NM	6	\$7,200.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		6	\$1,200.00			0.00						
E 12	KSNV	08/22/12	08/24/12	M-F Jeopardy		CM	630-7pm	--WTF--	:30	6	\$1,300.00	1	0.00	NM	6	\$7,800.00
M-F Jeopardy																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--WTF--		6	\$1,300.00			0.00						

Order / Rév: 105745
Alt Order #: 06844290
Flight Dates: 08/22/12 - 08/26/12

Advertiser:	Romney for President
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	337

KSJV

Order / Rev: 105745
Alt Order #: 06844290
Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney for President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 337

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 23	KSNV	08/25/12	08/25/12	Nevada Newsmakers - COM		5:00- 6:00am	-----S-	:30	1	\$825.003	0.00	NM		1	\$825.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S-		1				\$825.00		0.00				
E 24	KSNV	08/25/12	08/25/12	Nevada Newsmakers - COM		5:00- 6:00am	-----S-	:30	1	\$825.003	0.00	NM		1	\$825.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S-		1				\$825.00		0.00				
E 25	KSNV	08/26/12	08/26/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$325.001	0.00	NM		1	\$325.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		1				\$325.00		0.00				
E 26	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM		1	\$625.00	
SUN TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		1				\$625.00		0.00				
E 27	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.001	0.00	NM		1	\$3,000.00	
MEET THE PRESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		1				\$3,000.00		0.00				
E 28	KSNV	08/26/12	08/26/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		1				\$500.00		0.00				
E 29	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM SM		9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00	
CHRIS MATHEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		1				\$500.00		0.00				
E 30	KSNV	08/26/12	08/26/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----S	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	-----S		2				\$1,100.00		0.00				
														Totals	82	\$70,875.00